

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE TARIFF FILING OF CINCINNATI)	
BELL TELEPHONE COMPANY TO INTRODUCE)	CASE NO.
CUSTOM CALLING PLUS SERVICE)	93-371
INCLUDING CALLER ID)	

O R D E R

On June 25, 1993, Cincinnati Bell Telephone Company ("Cincinnati Bell") filed a proposed tariff for Custom Calling PLUS services in Kentucky. These services include Repeat Dialing, Priority Call, Priority Forward, Call Block, Call Return, Caller ID, Per Call Number Privacy, and Per Line Number Privacy. Of particular importance to the Commission are the Caller ID and Per Call Number Privacy offerings. Cincinnati Bell has proposed that the tariff become effective December 15, 1993.

On July 1, 1993, the Commission received a letter from the Attorney General requesting intervention in this proceeding. An informal conference relating to these services was held July 22, 1993 in the Commission offices. Cincinnati Bell had requested the informal conference and the Attorney General attended.

On August 31, 1993, Cincinnati Bell revised some of its proposed tariff sheets to be consistent with the Commission's Orders relating to South Central Bell Telephone Company and GTE South Incorporated.¹

¹ See Case No. 91-218, The Tariff Filing of South Central Bell Telephone Company to Introduce Caller ID; and Case No. 90-096, The Tariff Filing of GTE South Incorporated to Establish Custom Local Area Signaling Service.

Having reviewed Cincinnati Bell's proposed tariff and all comments from the Attorney General, the Commission finds that the Custom Calling PLUS Services should be approved with certain restrictions and conditions.

The Commission HEREBY ORDERS that:

1. Cincinnati Bell's tariff for Custom Calling PLUS services, filed June 25, 1993 and amended August 31, 1993, is hereby approved for service rendered on and after December 15, 1993. Customer notice of Per Call Number Privacy and Per Line Number Privacy shall begin in advance of the tariff's effective date.

2. Cincinnati Bell shall provide Per Call Number Privacy, or per call blocking, free of charge to all customers without presubscription in all exchanges in which Caller ID service is to be offered.

3. Cincinnati Bell shall provide, upon request, Per Line Number Privacy, or per line blocking, free of charge to legitimate law enforcement agencies and established shelters of domestic intervention agencies.

4. All future print advertising, including bill inserts concerning Caller ID service, shall advise customers of the availability of Per Call Number Privacy and Per Line Number Privacy in legible type no smaller than the type size used to describe the Caller ID service by stating:

"If you choose not to have your number forwarded to someone with Caller ID, you can activate free Per Call Number Privacy by dialling *67 on your touchtone phone or 1167 on a rotary phone before you dial your call. Per Line Number Privacy also is available."

5. Cincinnati Bell shall provide in its telephone directory information concerning free Per Call Number Privacy and directions for its use and the availability of Per Line Number Privacy.

6. Cincinnati Bell shall inform all of its Kentucky subscribers of the availability of free Per Call Number Privacy through the provision of at least three bill inserts over a three month period, at least one of which shall be distributed before the availability of Caller ID.

7. Beginning with calendar year 1994, through and including 1998, Cincinnati Bell shall mail a bill insert to all customers on a semiannual basis on or about January 1 and June 30 describing the availability of free Per Call Number Privacy and the availability of Per Line Number Privacy for the blocking of Caller ID, in language consistent with that found in the applicable tariff. The insert shall be on colored paper stock different from the actual bill and shall notify customers of the availability of free Per Call Number Privacy and how to activate it. If the insert also includes a description of Caller ID service, the blocking information shall be in bold type and of the same type as that used to describe Caller ID.

8. Cincinnati Bell shall file a status report in 12 months from the effective date of the tariff which contains the following information: (a) percentage of customers subscribing to Caller ID service; (b) listing of inquiries from any customer requesting Per Line Number Privacy; (c) listing of any complaints by a customer related to privacy concerns with Caller ID; and (d) percentage of calls blocked by subscribers via Per Call Number Privacy capability.

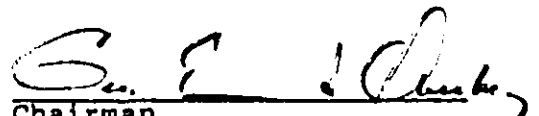
9. The Commission has considered the Attorney General's comments and the issues related to this tariff have been adequately resolved. Nonetheless, the motion of the Attorney General to intervene is hereby granted.


10. Copies of all printed advertising, including bill inserts, shall be filed with the Commission and with the Attorney General when they are distributed to the public.

11. Within 20 days of the date of this Order, Cincinnati Bell shall file tariff sheets reflecting all conditions of service for Custom Calling PLUS services, including Caller ID.

Done at Frankfort, Kentucky, this 11th day of October, 1993.

PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:


Executive Director